

Business Communication

*Nonverbal
communication
and use of
body language*



Communication in general is process of sending and receiving messages that enables humans to share knowledge, attitudes, and skills. Although we usually identify communication with speech, communication is composed of two dimensions - verbal and nonverbal




Nonverbal communication includes facial expressions, eye contact, tone of voice, body posture and motions, and positioning within groups. It may also include the way we wear our clothes or the silence we keep.



BODILY SPEAKING...

According to the social anthropologist, Edward T. Hall, in a normal conversation between two persons, less than 35% of the social meanings is actually transmitted by words. So, at least 65% of it is conveyed through the body (nonverbal channel).





**Have you ever heard
anyone say, "His actions
spoke so loudly I couldn't
hear what he said?"**

Categories

- **Physical.** This is the personal type of communication. It includes facial expressions, tone of voice, sense of touch, sense of smell, and body motions.



- **Aesthetic.** This is the type of communication that takes place through creative expressions: playing instrumental music, dancing, painting and sculpturing.



Signs

Use of various signs in non verbal communication



- **Symbolic.** This is the type of communication that makes use of religious, status, or ego-building symbols.



Physical aspects of nonverbal communication.

- **Kinesics (body language)** Body motions such as shrugs, foot tapping, drumming fingers, eye movements such as winking, facial expressions, and gestures
- **Proxemics (proximity)** Use of space to signal privacy or attraction
- **Haptics** Touch
- **Oculesics** Eye contact
- **Chronemics** Use of time, waiting, pausing
- **Olfactics** Smell
- **Vocalics** Tone of voice, timbre, volume, speed
- **Sound symbols** Grunting, mmm, er, ah, uh-huh, mumbling
- **Silence** Pausing, waiting, secrecy
- **Posture** Position of the body, stance
- **Adornment** Clothing, jewellery, hairstyle
- **Locomotion** Walking, running, staggering, limping

Facial Expressions

- ***Face is the index of Mind***
- ***The eyes, the lips and the muscles express many feelings***
- ***It can also be deceived by manipulation***



The Eyes

- *Stare or fixed gaze suggest involvement or wonder or eye disapproval.*
- *Raised looks show dominance.*
- *Downcast looks suggest weakness and submission*
- *Direct eye contact communicates honesty, transparency and neutral attitude.*



Gestures and Postures

Positive Gestures

- *Open Palms*
- *Eye-to-eye confrontation*
- *Smile*
- *Equal Handshake*

Postures

- *Standing position*
- *Walking style*
- *Hand Movements*



NONVERBAL BEHAVIOR

INTERPRETATION

Brisk, erect walk

Confidence

Standing with hands on hips

Readiness, aggression

Sitting with legs crossed, foot kicking slightly

Boredom

Sitting, legs apart

Open, relaxed

Arms crossed on chest

Defensiveness

Walking with hands in pockets, shoulders hunched

Dejection

NONVERBAL BEHAVIOR

INTERPRETATION

Hand to cheek	Evaluation, thinking
Touching, slightly rubbing nose	Rejection, doubt, lying
Rubbing the eye	Doubt, disbelief
Hands clasped behind back	Anger, frustration, apprehension
Locked ankles	Apprehension
Head resting in hand, eyes downcast	Boredom
Rubbing hands	Anticipation

A Small Class Exercise

So What Does This Mean?

- **Let me see!**
- **Authoritative**
- **Pondering**
- **Thinking**
- **Considering**

So What Does This Mean?

- **Can I help!**
- **Trust me!**
- **You're in good hands!**
- **Helping Hand**



So What Does This Mean?



- **Dejected**
- **Disappointed**
- **Lost it.**

So What Does This Mean?



- **Now just stop that!**
- **Get out of here!**
- **Defensive**
- **Oppositional**

So What Does This Mean?



- **So tell me more!**
- **Open**
- **Accepting**
- **Welcoming**

A high-contrast, black and white close-up of a person's eye, looking directly at the viewer. The eye is light-colored, and the surrounding skin and hair are in soft focus. The right side of the image is a solid black background where the text is located.

Conclusion

- *importance*
- *confidence-building*
- *expressions and gestures*
- *awareness of non-verbal cues*
- *avoiding misunderstandings*